

Resolution No.:	<u>16-515</u>
Introduced:	<u>April 15, 2008</u>
Adopted:	<u>April 22, 2008</u>

**COUNTY COUNCIL
FOR MONTGOMERY COUNTY, MARYLAND**

By the Management and Fiscal Policy Committee

SUBJECT: FY 2009 Work Plan for the Interagency Public Information Working Group

Background

1. The Interagency Public Information Working Group (IPIWG) was established by Council resolution in 1992. The group has been involved in a range of projects over the years, coordinating public information functions among County agencies.
2. IPIWG includes the public information officers of the County Council; the County Executive; Montgomery County Public Schools; Montgomery College; the Housing Opportunities Commission; the Maryland-National Capital Park and Planning Commission (M-NCPPC); the Washington Suburban Sanitary Commission; and the cities of Gaithersburg and Rockville. There also is participation by representatives of County government departments including Police; Fire and Rescue; Recreation; Libraries; and Correction and Rehabilitation. The State's Attorney Office also is represented.
3. IPIWG meets every few months. Members cooperate on a variety of projects designed to increase the efficiency and effectiveness of communications among government agencies and between citizens and their government. Issues dealt with over the past year include coordination between public information functions and cable channels, outreach to non-English-speaking communities, public information experiences and challenges in the wake of storm-related emergencies, web site improvements and joint promotion of events.
4. Council staff coordinates the IPIWG program; responsibility for individual projects is delegated to committees or active members.

Action

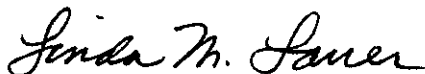
The County Council for Montgomery County, Maryland approves the following resolution:

For FY 2009, the Interagency Public Information Working Group has the following work plan:

1. IPIWG will continue to bring together public information staff to network and exchange ideas on special needs and situations that cross agency lines and require coordination and communicate on successful strategies to improve the delivery of public information to County residents.
2. IPIWG will continue its efforts to reach out to Montgomery County's "New Americans" by promoting efforts by agencies to provide public information to persons with limited English proficiency and by increasing outreach to media in other languages. Among the programs to support this initiative will be broadcasts on County Cable Montgomery that are closed captioned in Spanish. The Council provided \$50,000 in funding to support this program for FY 2008. All Council evening public hearings on the FY 2009 operating budget are among the broadcasts that will be closed captioned in Spanish.
3. IPIWG will continue to hold joint meetings of IPIWG and the PEG television channels to coordinate a strategic approach for communicating to the diverse public and work to increase the hours of original PEG programming and enhance the formats of programming on PEG channels.
4. IPIWG will work to establish a Web site open only to IPIWG members of digital photos that can be shared and used by all agencies, making available pictures of facilities, activities and key individuals that can be readily accessed. The goal is to establish this shared photo site by fall 2008.
5. IPIWG will continue work to enhance and make more prominent the "Online Welcome Kit" on the County Web page. This site is targeted toward new residents of Montgomery County and provides simple links to information most asked for by new residents.
6. In February 2008 the County's Web site launched its "I Want to Know" feature to help residents more easily find information of all kinds. IPIWG members will work to add to this feature by suggesting links of often-requested information that comes to their respective offices.

7. IPIWG will support the restart, in spring of 2008, of a "bulletin board" information system on County Cable Montgomery (CCM) that will make space available to all member agencies and departments. The informational bulletin board will run at scheduled time and at times when no other programming is running. Items to be placed on the bulletin board will be cleared through a joint effort of the County's Public Information Office and the Legislative Information Office.
8. IPIWG will continue to cross-promote the programs and goals of all participating agencies and departments via CCM by shortening many programs by approximately 15-to-20 seconds and using key County officials to promote our programs on the PEG Network. A considerable number of promotional spots were produced in FY 2008. This effort will be expanded throughout FY 2009.
9. IPIWG and members of the PEG Network combined to produce a plan for a Youth Television Initiative that will reach a wide variety of students throughout the County. In some cases, the initiative will introduce participants to all aspects of producing videos. In other cases, the program will work with students who already have some experience in video production. The program, using \$50,000 appropriated by the County Council in FY 2008, will be implemented in spring 2008. It is hoped that videos produced by the project will begin airing on various PEG Network channels in fall 2008.
10. IPIWG members will enhance their professional development by having guest speakers appear regularly at IPIWG meetings. Speakers will include reporters and editors from print and broadcast media, account executives from public relations firms, public information officers from governments outside of IPIWG and elected officials.

This is a correct copy of Council action.



Linda M. Lauer, Clerk of the Council